

แรงจูงใจในการบริโภคสื่อแบบออนไลน์และออฟไลน์
ของนิสิตวิทยาลัยนานาชาติเพื่อศึกษาความยั่งยืน
มหาวิทยาลัยศรีนครินทรวิโรฒ
Motivation for Online vs Offline Media
Consumption of International College for Sustainability
Studies at Srinakharinwirot University Students

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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์การวิจัยในการค้นหาแรงจูงใจที่ทำให้วัยรุ่นเลือกบริโภคสื่อแบบออนไลน์และออฟไลน์ โดยใช้การออกแบบวิธีวิจัยเชิงคุณภาพเพื่อเก็บข้อมูลเชิงลึกในประเด็นที่เกี่ยวข้องกับการบริโภคสื่อผ่านการสัมภาษณ์แบบกลุ่มย่อยในรูปแบบออนไลน์จากกลุ่มนิสิตวิทยาลัยนานาชาติเพื่อศึกษาความยั่งยืน มหาวิทยาลัยศรีนครินทรวิโรฒ ทั้ง 4 ชั้นปีจำนวน 4 กลุ่มรวมทั้งสิ้น 12 คน เพื่อตรวจสอบความน่าเชื่อถือของข้อมูลตามหลักการทดสอบสามเ้า หลังจากนั้นจึงใช้การวิเคราะห์เชิงเนื้อหาเพื่อทำการตีความผลการสัมภาษณ์ด้วยการกำหนดใจความหลักจากกลุ่มผู้ให้ข้อมูล ผลการศึกษาพบว่าแรงจูงใจหลักที่ทำให้นิสิตวิทยาลัยนานาชาติเพื่อศึกษาความยั่งยืน มหาวิทยาลัย

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ศรีนครินทรวิโรฒในฐานะของกลุ่มวัยรุ่นตัดสินใจเลือกบริโภคสื่อออนไลน์มากกว่าแบบออฟไลน์นั้นมาจากแรงจูงใจที่ต้องการหากิจกรรมทำในช่วงเวลาว่าง รองลงมาคือแรงจูงใจในการแสวงหาความบันเทิง และความต้องการในการเรียนรู้สิ่งใหม่ ข้อเสนอแนะทางการจัดการจากการศึกษาในครั้งนี้ระบุไว้ในส่วนท้ายของบทความ

คำสำคัญ: แรงจูงใจ, วัยรุ่น, สื่อออนไลน์, สื่อออฟไลน์, การบริโภคสื่อ

Abstract

The research objective of this study was to investigate the motivation which allowed teenagers to consume online and offline media. The qualitative method was designed to collect insight information of media consumption through online interviews from International College for Sustainability Studies at Srinakharinwirot University (SWUIC). Four small group discussions from four years of study with 12 key informants were conducted to test data reliability regarding the triangulation concept. The content analysis was employed to interpret the data and code the main themes from the key informants. The results of the study revealed that SWUIC students, as teenagers, consumed online media more than offline media. The highest rank of media consumption was motivated by leisure. The second order motivation was an intention to be entertained and learn new things. Managerial implications from this study were presented at the end of article.

Keywords: Motivation, Teenagers, Online media, Offline media, Media consumption

1. Introduction

Many technologies have been developed for people's convenience and access, thus possessing many applications for reading, watching, playing, chit-chat, and searching on online platforms, such as news, specific information, E-books, other reading online platforms (*Barton, Adams, Browne & Arrastia-Chisholm, 2021*). These applications also support games, and there are various applications to watch TV series and movies, along with social media.

In the past, Thai teenagers spent more time on offline media than online media, especially in early teenage, as access to online media was not as popular in earlier generations as it is in the present. Therefore, teenagers in the past era spent their time on offline media more than online media. This was because newspaper and television were considered to be the most trustful media for teenagers in those days (*Siricharoen & Siricharoen, 2012*).

Conversely to old times, technology development has achieved new heights, such as introduction of smartphones, social media, the internet, online sites and online games. Thai teenagers spend more time on online media (*Klobas et al., 2018; Omar & Wang, 2020; Twenge, Martin, & Spitzberg, 2019*) as smartphones and high-speed internet access have developed and proved to be convenient for people. This caused offline media began to decline. Thai teenagers now prefer watching videos on YouTube and listen to Clubhouse or podcasts rather than using offline media, such as television and radio (*Tangkitvanich & Wongkitrungruang, 2011; Twenge et al., 2019*). In this digital era, the behavior of teenagers has changed as they use online media and spend more time online, causing a decline in both television and print media. This is because a few online media, such as Webtoon, Comico, Readawrite, Joylada, Dek-d, and Tanwalai, provide free reading access, which is of interest and convenience to the teenagers.

Nevertheless, many Thai teenagers are still passionate and love the classic offline media, as they enjoy collecting or owning books or magazines, such as manga books (*Premkamonmart, 2014*). Some teenagers feel that print books provide a sense of ownership and physical evidence more than using electronic books (E-book). Although Thai teenagers use less offline media, (Ripollés, 2012) they also still indulge in offline activities, such as reading fiction or watching dramas and news on television.

As in the age of teenagers defined by *UNICEF (2018)*, International College for Sustainability Studies at Srinakharinwirot University (SWUIC) students seems to use different media with diverse purposes corresponding to *Premkamonmart (2014)*. However, literature relevant to these diverse motivations of teenagers' media consumption is still unclear and scant (*Puspitarini & Hanif, 2019*), and therefore need further investigation especially on motivation of media consumption (*Demircioglu & Chen 2019*).

2. Research Objective

Consequently, to bridge the knowledge paucity on the issue and further explore the different motivations of media consumption between online and offline platforms, this study aims at examining personal motivation for media consumption of Thai teenagers using International College for Sustainability Studies at Srinakharinwirot University (SWUIC) students as a contextual setting.

3. Literature Review

Media refers to the channels or platforms that provide information, knowledge, or entertainment. Media is an important tool for daily life needed by people for their convenience in terms of entertainment,

knowledge, information, and social communication. People can choose various types of media based on their own liking (*Barton et al., 2021*). Teenagers spend more time to use several types of media, depending upon different preferences and motivations. This research aims to analyze the usage motivation on media which influences Thai teenagers.

3.1 Types of media

There are two major types of media: online media and offline media. In both of these types of media, there are several platforms or channels which provide access to content, information, entertainment, and knowledge on different devices.

3.1.1 Online media

Online media or digital media refers to the media which one can access over the internet. The media is distributed, viewed, and stored on electronic platforms or devices, such as the internet, websites, e-books, social media, and online applications. This type of media helps people to easily access and search information or entertainment, which provides convenience to the user. Nowadays, most teenagers turn to use online media more than in the past, especially the internet. *Siricharoen and Siricharoen (2012)* revealed that young users around the world, who turn to the internet for information, social interaction, communication, and entertainment, are increasing more than in the past. In addition, there are many platforms which the teenagers typically use. Two of the popular online media among Thai teenagers are social media and in-app reading applications. Moreover, there are several other online media platforms, which are listed below.

3.1.1.1 Internet

Internet is the most popular online platform for adults, children, and teenagers to access and search for information and entertainment. Moreover, the birth of internet innovation has had a substantial influence on people. Internet is a large contributing factor to influence the change in people's views on convenience and user-friendliness (*Thadeshwar & Joglekar, 2016*). Nowadays, most young people or teenagers search and seek information and news on the internet as their first choice. Research by *Freeman (2013)* showed that there were 61.6% of respondents who selected the internet as the most often used source of news and 42.2% of respondents selected magazine as their least chosen source of news.

3.1.1.2 E-book

An e-book refers to an electronic book allowing the readers to read on a digital device, such as a computer, tablet or smartphone. Today, there are many readers in Thailand who use e-books, especially among Thai teenagers, as they pose no need for storage; they are cheaper, easily maintained, contribute to save paper, and provide convenience to access information. However, an e-book is a platform lacking physical sense, and sometimes difficult to flip the page quickly. One of the popular e-book markets in Thailand is in-app reading. According to *Premkamonmart (2014)*, the word in-app reading means that the purchased e-book must be read on the specific application. Examples of e-book in-app reading include ReadAwrite, Dek-d, Joylada, Tunwalai, Fictionlog, etc.

3.1.1.3 Online news

Online news is the platform which is developed from traditional news according to the change in social trends and consumer behavior. Online news is news published on the internet or website. In the present situation, traditional news is declining, which affects news publishers

who are beginning to publish news on online platforms to stay in the market. Moreover, news journalism has increased as there are more opportunities to change newsrooms to increase the number of readers in both traditional news and online news platform. *Tangkitvanich and Wongkitrungruang (2011)* suggested that currently, many news publishers are experimenting to use ‘e-papers’, such as Bangkok Post and Post Today, to provide readers with access to the newspaper easily through the application on an iPad or iPhone. Nowadays, there are many readers who turn to read online more than traditional news as it is accessible and quick. Freeman (2013) stated that people turned to use online news more than offline news as it was abundant, easy to access, and easy to find.

3.1.1.4 Social software

Social software is the system that allows users to work, communicate, collaborate, and interact with people (*Beheshti-Kashi & Makki, 2013*). Social software includes four categories.

- Personal publishing or weblog, which is a website for people to write and publish their own writing, such as blogs, and real-time newspaper, such as Twitter.
- Platforms or applications, which are most-widely used among teenagers, such as Facebook, Twitter, and YouTube.
- Information management tools are the tools which help to support information, such as social bookmarking services and social newsrooms.
- Wikis is a technology that allows users to edit a public article.

3.1.2 Offline media

Offline media or traditional media reforms to any platform of mass communication available to use before the advent of online media or digital media, such as television, radio, newspapers, print books, and magazines. At present, there are still many offline media, with television being the most popular. As surveyed by *Siricharoen and Siricharoen (2012)*, the influence of media on Thai teenagers is shown in Table 1. Although today there are more readers who are starting to read and use online media, television media is still popular among teenagers for their use of watching the news, dramas, series, and television programs. Thus, offline media remains important for teenagers' usage even though some platforms of offline media have declined, such as newspapers and magazines.

Table 1 A survey of media behavior of children and Thai teenagers; Case study of the age 12-24 years in 2011

Types of media	Percentage
Television	90.5
Internet	81.4
Newspaper	42.5
Mobile phone	30.9
Radio	23.1
Magazine	18.7

Source: Siricharoen and Siricharoen (2012)

3.1.2.1 Newspaper

Newspaper is one of the offline media or traditional media which is not as popular now due to changing trends of consumer behavior in the digital era. Newspaper is a trustworthy platform as the user trusts the accuracy and the completeness of the news and information. However, in this era, most users depend less on newspapers because the present online news can provide the trust, accuracy and completeness of the news and information which is not different from the newspaper. On the contrary, newspapers are still widely read by adults and senior citizens, however, they are not popular among teenagers. According to *Freeman (2013)*, the teenagers in Malaysia consume news through online media, especially the internet and social networking sites. This is the reason why the number of newspaper readers in Malaysia has declined among teenagers. Nevertheless, some teenagers still read a newspaper more than online news. *Pandey (2019)* revealed that in 21st-century, youth are relying on a hard copy of the newspaper than an e-paper, and it shows the relevance of print media even in the internet era.

3.1.2.2 Television

Television or TV is the most popular platform of offline media because this type of media is easy to access for everyone regardless of their age. *Freeman (2013)* found that TV news is the highest media consumption among teenagers in Malaysia. However, in this era, teenagers also spend their time to use other digital devices instead of watching video or TV programs. Currently, teenagers have many online platforms which are similar to television, such as YouTube, Netflix, Line TV, Viu, etc. TV shows which can be watched on tablets and accessed through an application, such as Netflix and Hulu, affect TV consumption as teenagers turn to use those applications instead of TV (*Twenge et al., 2019*). Nonetheless, television is

the most popular offline media, with a high consumption even in the digital era.

3.1.2.3 Radio

Radio is one of the platforms interacting between listeners and radio operators by hearing various contents such as music and news. Previously, people listened to the broadcast radio through an analog receiver. Yet, digital platforms recently take over the old platforms. When the world is changed, these platforms tried to adapt to match the new era. For example, music streaming becomes an online platform such as on the website, YouTube, and Spotify. Although radio has adapted well to the digital world, there are still few teenagers today interested in this media. According to *Pedrero-Esteban, Barrios-Rubio, & Medina-Ávila (2019)*, they reported that radio and podcast consumption among youth is lesser and 60% of them do not listen to radio on smartphone.

3.1.2.4 Book or Magazine

Books or magazines are a type of print media, which, at the present, is available on both offline and online platforms. Some researchers have compared the rate of online book and magazine usage with print media. *Premkamonmart (2014)* showed that 46.6% of respondents read the book almost every day and more often, while only 22.8% read it when it was in electronic version. 40.2% of respondents read magazines once a week or more often, while the rate changed to 25.3% when they were available as an electronic version. Clearly exhibited in Figure 1 and 2, teenagers today use both online and offline versions of books and magazines. This diverse motivations for media consumption justifies the significance of this study.

3.2 Media Consumption among Teenagers

In media consumption, almost all teenagers select the option of using media both offline media and online media, which further depend on the individual's preference and motivation. There are several factors affecting media consumption among teenagers.

3.2.1 Social trends

Social trends have influence teenagers' attitudes, beliefs, ways of life, and behaviors. Both in Thailand and foreign countries, usage behavior and consumer behavior of the media following the social trends is the same. At present, offline media usage has declined because people, regardless of their age bracket, turn to use online media as it is popular, on-trend, and easy to access. According to *Siricharoen and Siricharoen (2012)*, the study revealed that the internet, email, and social media are the most popular media among teenagers in Thailand, such as Dek-D, Facebook, Blogs, Kapook, etc. In contrast, teenagers also preferred offline media as they often watched television programs, read a newspaper, magazine, or any print media according to their interest. The research results of *Pandey (2019)* indicated that education, motivation, society and technology related news or content attract the youth the most (Figure 3).

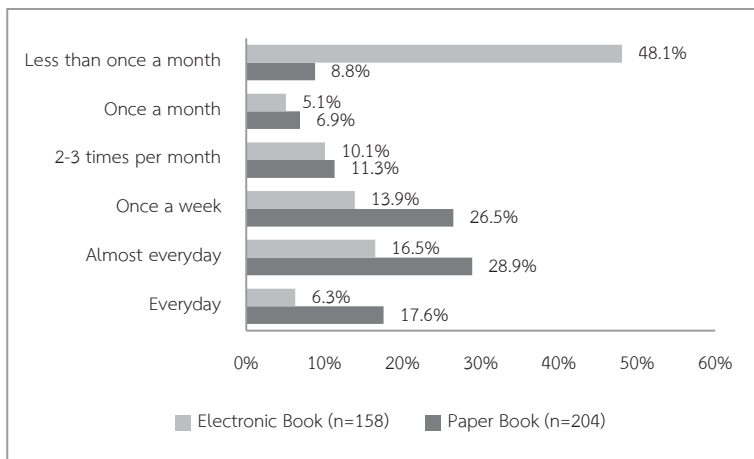


Figure 1 Frequency of book reading for paper and electronic book

Source: Premkamonmart (2014)

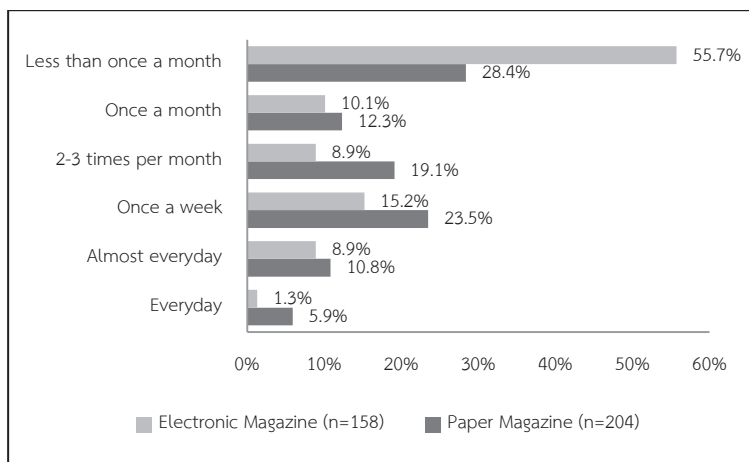


Figure 2 Frequency of magazine reading for paper and electronic magazine

Source: Premkamonmart (2014)

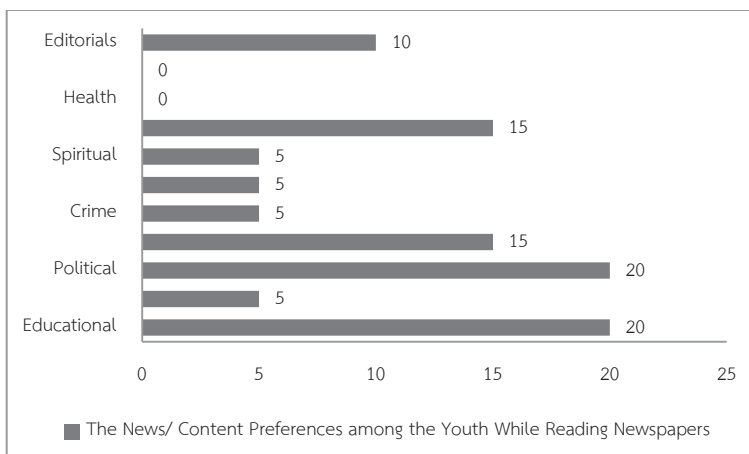


Figure 3 The news/ content preferences among the youth while reading newspapers

Source: Pandey (2019)

3.2.2 Age and gender

Age and gender also influence media consumption among teenagers as different ages and genders consume various content on both types of media. *Jere and Davis (2011)* suggested that gender could affect the use and gratifications for internet and magazine. It was because men were eager to search for information technology than women (*Jackson, Ervin, Gardner & Schmitt, 2001*). However, these effects could differ between developing and developed countries (*Yang & Wu, 2007*).

In addition, *Ripollés (2012)* revealed that age is one variable which confirmed that the news consumption of teenagers grows with age (Table 2). It was because they are interested in societal and political news relevant to public debates. They also prefer to develop their civic consciousness through media consumption.

Table 2 Media for news consumption

Types of Media	Total	Age				Gender	
		16-17	18-20	21-22	23 or older	Men	Women
Paid for print media	33.2	28.6	33.9	32.8	34.1	33.7	32.7
Cost-free print media	36.4	32.1	40.1	33.6	31.8	31.7	40.3
Radio	26.6	17.9	24.2	27.3	38.6	28.9	24.7
Television	72.1	80.4	74	71.1	62.5	71.5	72.7
Website (Mass media)	56.6	44.6	51.3	60.2	76.1	65.5	49.3
Blog	3.3	0	3.2	3.9	4.5	3.6	3
Social network	77.4	75	76.2	75	86.4	82.3	73.3
Twitter	17.1	5.4	18.8	18	18.2	19.3	15.3
Mobile Telephone	28.4	10.7	24.9	35.2	40.9	30.9	26.3
Digital Tablet	0.7	1.8	0	2.3	0	0.4	1

Source: Ripollés (2012)

3.2.3 Motivation

Motivation is one of the important factors which affect consumer behavior to do something or the willingness to do something. There are many factors that influence the motivation towards using online media and offline media among teenagers. *Flavian and Gurrea (2006)* stated that there are four basic reasons that influence the reader to read the news:

- Searching for specific information, as some readers may need the specific content on news, such as he/she wants to know about the current economy in the country.
- Updating news, as readers want to consume the news updated and quickly, such as breaking news.
- Leisure and entertainment, meaning that they read the news for rest in their leisure time.
- Habit

In addition, the digital era has many media platforms which influence their motivation in terms of selecting to use between offline and online media. *Beheshti-Kashi and Makki (2013)* indicated that 82.2% do not use social media as the articles are not written by journalists, while 66% stated that social media provide deeper information compared to offline media (*Beheshti-Kashi & Makki, 2013*). Besides, online and offline media use differs depending on individual motivation. The findings of *Jere and Davis (2011)* stated that both types of media provide different motivation and gratification; using an online magazine could also drive offline readership and strengthen the magazine brands.

3.2.4 Media contents

The cover or the content of the media also affects consumer behavior and motivation for selecting or purchasing offline and online media. *Premkamonmart (2014)* showed that the key criteria for purchasing a book are content which consumer judges it by seeing book sample, cover page moderately influence purchase decision.

3.2.5 Habits

The habits of an individual in the digital era also changed in terms of consuming online news instead of offline news especially internet usage because of the changing of social trends and the convenience that is increasing in the modern era. the impact of changing the people's habits of reading news is online news as online news offer short news which is people preferred (*Thadeshwar & Joglekar, 2016*).

3.3 Theory of Uses and Gratification

The theory of uses and gratification or (UGT) is the theory which analyzes and researches the several motivations of people towards media. This theory studies the uses and gratifications' perspective of people which involves all types of media, such as newspaper, television, radio, social

media, internet, e-book, and so on. The emphasis is on continuous logical explanation of demand and the origin of demand, motivation, behavior, and subsequent preferences. This theory approaches to seek the motivation in order to understand the media's selection of teenagers. Although, this theory is the oldest one of research study theory, but it is also influential in terms of media and communication. *Wimmer and Dominick (2009)* revealed that the uses and gratification theory began in the 1940s when the researchers questioned why consumer behavior affects the use of media platforms, such as radio and newspaper. However, many researchers revealed that the uses and gratification is the argument of *Katz (1959)* about communication research (*Katz, 1959*). This theory is the program which questions what people do to media. According to theorists, they sought to compare the relative importance of media with other means of fulfilling each need (*Katz, Gurevitch, & Haas, 1973*). Five categories of human needs:

- Cognitive needs are the knowledge or acquiring information which consumers need to understand the social environment, exploration and curiosity.
- Affective needs motivate the consumer to follow their emotions or make them happy, such as aesthetics, emotional experiences, and pleasure.
- Personal identity is the need for a personal factor, such as the need to increase confidence and socialization.
- Social interaction is related to people, such as family, friends, networking, and the people around them.
- Escapism is the need to avoid stress regardless of if it is work, study or other stress.

On the other hand, arguments from *Rubin (1981)* suggested that there are eight different motives to consume television and other types of media:

- Pass time is to wait for time to pass or to do something to kill time.
- Companionship, as meeting with people, friends, or networking, such as watching a series, movie, or television program together.
- Escape is doing something to escape the pressure or deadline to submit work or other.
- Enjoyment is feeling entertained while watching television.
- Social interaction creates a feeling of connection with other people, such as watching and discussing TV series or television content.
- Relaxation, such as relaxing after work.
- Information is the acquiring of information or the need to be informed about an event.
- Excitement refers to feeling excited while watching exciting content on television, such as a crime movie or mystery movie.

As the study employed the qualitative analysis, the research conceptual framework can be expressed in words as follows:

This study aims at examining the diverse motivations of SWUIC students, as a teenager, for media consumption. The theory of uses and gratification (UGT) is employed as a grounded framework to develop the set of interview questions and describe the different motivations among SWUIC students. Qualitative datasets are collected through online small group discussions and analyzed by using content analysis. The results shed light on motivation for online versus offline media consumption.

4. Research Methods

This research methodological design was based on a qualitative approach, as this technique intends to reach the objective of the research to gain insight on the perspective of teenagers in a digital era about their motivation to consume online and offline media. *Teherani, Martimianakis, Stenfors-Hayes, Wadhwa, and Varpio (2015)* stated that the qualitative approach indicates the events which germinate, and the result of these events from various perspectives from those involved. This technique helped the researcher to observe and investigate the real opinion and attitude through an interview process to achieve the goal and objective of this research.

According to *Brewer (1997)*, a small group discussion opens the opportunity for everyone to contribute the ideas for others to talk, discuss, and ponder. Discussion allows people to share and interchange the ideas in the context of a small group under the presenter. Hence, small group discussions are the method to collect data for this study. The inclusive criteria for selecting the key informants are as follows:

- Age. Referring to *UNICEF (2018)*, age range from 15 to 24 years old is considered as a teenager which defined by United Nations.
- Gender. As one of the key factors, gender also affects and influences teenager motive and behavior in selection of media usage.
- Education level. Each level may have a different and similar motive on media selection. In this research study, the researcher conducts small group discussions from first to fourth year SWUIC students.

The step for data collection can be described as follows:

- Students at International College for Sustainability Studies at Srinakharinwirot University (SWUIC) were treated as key informants, who can be seen as teenagers consuming media.

- Once each key informant from SWUIC meets the inclusive criteria, he or she was asked to participate an interview session.
- Due to the COVID-19 situation, small group discussion was held using an online platform (Google Meet).
- The key informant groups were divided into four cases in order to meet triangulation concepts. Each group contained three students from each year, hence the total key informants were 12 students (Table 3).

Table 3 Inclusive criteria of key informants

Year of study	Age range	Gender		Total number of key informants
		Female	Male	
1	18-20	2	1	3
2	20-21	3	0	3
3	21-22	2	1	3
4	21-22	2	1	3

- Each group was asked by a set of questions developed by the theory of uses and gratification (UGT). The example of questions are as follows:
- In daily life, which types of media are you often using between offline media and online media? Why?
- If online media, which media do you use?
- If offline media, which media do you use?
- Which types of offline media do you prefer? Why are you motivated to use it?
- Which types of online media do you prefer? Why are you motivated to use it?

- What kind of content are you most interested in and why?
- Please rank the top 5 motivations that you would choose to select offline and online media. Why?

To analyze the data, the content analysis was employed to code the main theme of collected information. According to *White and Marsh (2006)*, content analysis is the technique to create replicable and accurate inferences from the context. Content analysis is a flexible method used to solve problems in the information of the study, no matter if the study is conducted alone or in conjunction with other methods (*White & Marsh, 2006*). Therefore, content analysis was a reasonable analysis to interpret the data. To ensure reliability of the data, keywords from 12 key informants met the property of data saturation. Coding the repetitive keywords from each small group allowed the authors to prepare the findings for this study.

5. Research Results

To answer the research question, the authors found that all of SWUIC students used online media more than offline media because of two main reasons. They believed that online media were convenient to use, and they have updated real-time information, which keeps them up to date. Some of the key informants mentioned that:

“I normally used both online and offline media based on different routines.” (Key informant no.8, 2021)

Instagram and Twitter were the most popular online applications used by SWUIC students. Most of them selected to use social media because it provided happiness and entertainment which helped them to relax. Another reason was that they believed it was easy to communicate with people due to social media, which is a large platform used by many people

to follow the news and find inspiration. One of the key informants revealed that:

“Following the news from social media could provide rich information, and several perspectives.” (Key informant no.3, 2021)

However, even in the digital era, most SWUIC students still used offline media, especially books and television. Some of the key informants said that:

“During the Covid-19 situation, sometimes smartphones and online media made me bored. Therefore, I changed to read a book for finding some new inspirations. And it was the motivation driving me to use offline media.” (Key informant no.7, 2021)

From the discussions, the motivations to select books were education and leisure. Besides, SWUIC students were motivated to watch television for two reasons: curiosity to know the facts to gain more details and following the news. Another reason was leisure to be relaxed with interesting content. Moreover, the current content of the media consists of several genres, such as entertainment, politics, education, games, and others. Nevertheless, SWUIC students mostly consume media for entertainment because they are curious to know a celebrity’s life and his or her lifestyle. Some of the key informants stated that:

“I like to watch entertainment news, such as recommendations of places to eat, or traveling by celebrities, because it helps me relax.” (Key informant no.6, 2021)

Therefore, there were several motivations that SWUIC students mentioned about online media and offline media usage. From the interview, the researcher arranged five ranks for the motivations that influenced SWUIC students to select the type of media. The first rank of motivation was leisure or escapism from stress, because they often used media when they were stressed or tired from work and needed to relax. The second rank was

entertainment and learning new things, as media helped to increase the color of life and gave them happiness, while also providing new things to learn. The third rank was to pass time when they felt bored, or to communicate with people, finding more information, and following news or news of those around them. The fourth rank of motivation was comfortable while the fifth rank was curiosity, trend, and specific information.

Some students revealed that she used media to reach out to people, especially adults, because some adults do not use online media, and when talking to adults, she could not use too much online media. While some of them said that curiosity was a motivation which made her go and see what happened because sometimes, she knew what happened, but she did not know in detail, which made her want to find more details.

6. Discussion

The research result summarized that SWUIC students frequently used online media more than offline media, and most of them use social media especially Instagram and Twitter. This corresponds to *Siricharoen and Siricharoen (2012)*, who revealed that internet, email, and social media were the most popular media among Thai teenagers, such as Facebook, Dek-d, Blogs, etc. The motivations to use social media are entertainment, leisure, and social interaction, which corresponds to *Flavian and Gurrea (2006)*, *Katz et al. (1973)* and *Rubin (1981)* who stated that leisure and entertainment are two of the basic reasons which influence the reader to consume the news.

Social interaction is one of the human needs, according to the theory of uses and gratification. Based on the theory of uses and gratification, there are eight different motives for consuming television content, including

social interaction. However, the researcher found that even though SWUIC students used online media more than offline media, they still used offline media, especially books and television, for leisure, to follow the news, and to find information for studies, which showed that books and television were still popular among SWUIC students. It was because a book still was the necessary media for learning such as exam preparation. Some of the key informants mentioned in detail that:

“I love the physical sense of a book more than reading through an online platform like e-books. It is because it made me eyestrain when looking at the smartphone for a long time.” (Key informant no.6, 2021)

Television is another offline media that SWUIC students mentioned because it provides various contents and information. Also, it enables family members to spend time together. This finding corresponds to *Freeman (2013)* and *Siricharoen and Siricharoen (2012)*, who indicated that TV news is the highest media consumption among teenagers in Malaysia, and the most influential of media on children and Thai youths is television.

In terms of the motivation to use the book, our findings correspond to *Premkamonmart (2014)*, as they revealed that the key criteria for purchasing a book is the content, judged by the consumer by seeing the book sample and cover page, which moderately influence a purchase decision. Some of the key informants revealed that:

“The reason driving me to purchase a book is the content. The cover page is also one of the motivations that driving her to read a book.” (Key informant no.3 , 2021)

However, the researcher found that the motivation for SWUIC students to consume media was entertainment, which is inconsistent with *Pandey (2019)* who indicated that education, motivation, society, and technology-related news or content attracts the youth most. As a result of the interview,

the students aged 18 to 22 showed that they had a similar motivation for consuming both types of media which were for leisure and relaxation.

Moreover, SWUIC students at this age prefer to consume the content that they are interested in, along with the desire to learn new things. Furthermore, they normally use media for several uses, including interactions with people and exchanging ideas, to kill time, escapism or relaxation when they are tired or stressed, and curiosity, which all correspond to the theory of uses and gratification. Similar to *Katz et al. (1973) and Rubin (1981)*, as they stated that cognitive needs consist of curiosity or acquiring to know the information, social interaction, and escapism.

Additionally, media convenience and social trends were two reasons why SWUIC students chose to use both types of media, which were not indicated in the theory of uses and gratification. This corresponds to *Beheshti-Kashi and Makki (2013)*, who indicated that social media offers deeper information compared to offline media.

7. Conclusion and Managerial Implications

As the objective of this research was to investigate the motivation of SWUIC students' usage towards online media and offline media, it can be seen that leisure was the highest motivation among SWUIC students because they needed to relax. As a result, the researcher found that the content that teenagers were most interested in was entertainment, as it helped them to destress and relax. Moreover, social media was the most popular type of online media that all of the key informants preferred to consume, and in this digital era, all of them preferred to use online media more than offline media because of many factors such as leisure, entertainment, finding information, social interaction, and others. However, the use of offline media

still persisted in teenagers, especially books and television, but the motivation to use it was curiosity, as they preferred to compare the facts between online and offline media. Another motivation to consume offline media was leisure or relaxation when they did not want to use online media.

Studying motivations of teenagers for media consumption provides managerial implications. Firstly, to reach this target group, which is a teenager segment, apart from online media platforms, offline media should never be neglected since there are some teenagers that are still interested in offline media consumption. Secondly, marketing communication, using the keywords relevant to “leisure” and conveying messages that reflect leisure from media consumption, will draw attention from teenager market segment since this factor is the most influential in motivating teenagers to use online and offline media. However, to generalize the idea of these implications, future research may additionally design the quantitative method and collect data with larger sample sizes. By doing this, it will allow for a more precise marketing communication plan to the target group.

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